Broadcasting Aug 13

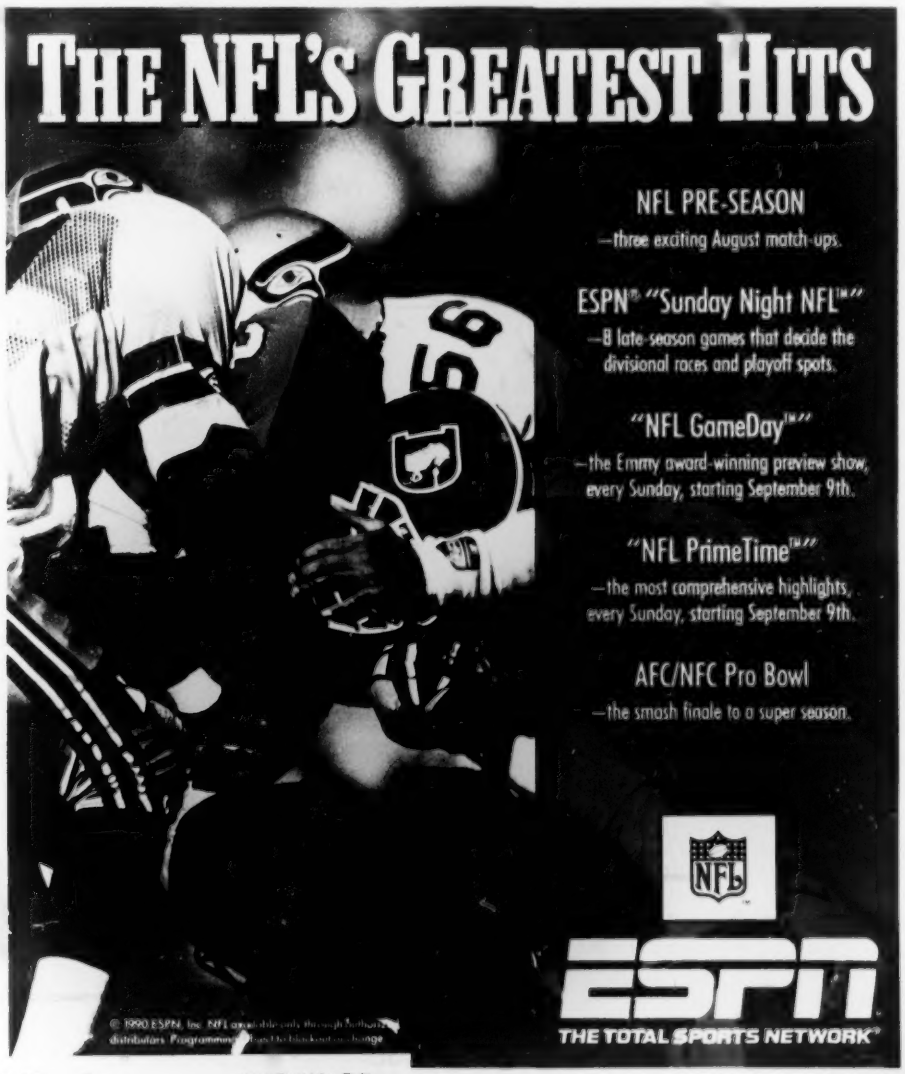
Incorporating Broadcasting / Cable — 59th Year 1990

RADIO / 50
Stations weigh value of football as rights increase

TELEVISION / 35
Local stations are forging national syndication identity

CABLE / 58
Operators ponder new business strategies to compete with DBS

WASHINGTON / 69
FCC counts on clock to rule out Anchor Media bid


THE NFL'S GREATEST HITS
NFL PRE-SEASON
—three exciting August match-ups.
ESPN® "Sunday Night NFL™"
—8 late-season games that decide the divisional races and playoff spots.
"NFL GameDay™"
—the Emmy award-winning preview show, every Sunday, starting September 9th.
"NFL PrimeTime™"
—the most comprehensive highlights, every Sunday, starting September 9th.
AFC/NFC Pro Bowl
—the smash finale to a super season.
NFL
ESPN
THE TOTAL SPORTS NETWORK®

9ETHES0A MD 20814

4520 EAST-WEST HWY
CONGRESSVL INFO SRV **SAMPLE
SR1 AC2
20814SR1 AT8501 ZC2
**********5-DIGIT 20814

Vol. 119 No. 7

Football '90! Billion-dollar year

THIS WEEK

27 / SIKES TAKES STOCK

After his first year at the helm of the FCC, Chairman Alfred Sikes seems comfortable with the regulator's role—if not the label. He prefers to be characterized as an "adaptive regulator" who imposes rules only when competition fails to develop. Also, he shares his views on issues present and future—from fin-syn, to the prime time access rule, to spectrum fees and digital audio broadcasting.

31 / NO PHOTO OPPORTUNITIES

The television networks struggled to cover the latest Middle East crisis without access to locations key to the unfolding drama, including Iraq, Kuwait and Saudi Arabia. With restricted access, the networks tended to focus on the far-reaching implications of the crisis, including the impact on the global economy.

32 / NOT A PARAMOUNT OFFER

A special committee of the TVX Broadcast Group board of directors told the group owner of six independent stations that Paramount Communications' offer to buy the remaining 17% of the company not already held by the entertainment and publishing company for $7.50 a share is financially "inadequate." The ball is now back in Paramount's court, but the company would not say what its next move might be.

Football 1990: Billion-dollar business for broadcasters (page 34)

32 / SWEEP TALK

NBC won its sixth consecutive July sweeps (July 12-Aug. 8) with a 9.6 rating, 19 share, besting ABC's 8.8/17 and CBS's 8.5/17. At the same time, combined viewership was down for all three networks, as Nielsen numbers showed drops in the HUT level, rating and share from the comparable period in 1989.

34 / BILLION-DOLLAR BUSINESS: FOOTBALL '90

Television's investment in football is already certain to increase this year, with 65% to 75% rights fee increases in agreements reached last March making professional football more than a $900 million business in 1990. In the meantime, college conferences are examining expansion and/or mergers, looking to create larger TV audiences and additional events. And a new, international spring football league is set to debut next spring.

Additionally, CBS Radio Sports will kick off the first year of a five-year exclusive NFL contract next September. And the Mutual Broadcasting System, which has rights agreements with individual teams, will air its first of 17 NFL doubleheaders also in September, distributing them to markets where no local team games exist.

45 / BROADER AUDIENCE

A growing number of TV stations are tapping into the lucrative syndication market as sellers of local shows.

46 / EARLY STARTS

NBC announced last week additional dates and times for six of its new fall series that will get a double airing before the traditional premiere week. Called the "double pump," NBC hopes it will catch the other networks sleeping.

47 / FOLLOWING THE RULE

Major changes in off-network, first-run, kids' and feature film syndication are causing companies to be more creative in finding viewers, according to Dick Robertson, president, Warner Bros. Domestic Television Distribution. Says Robertson: "The rule is: today there are no rules."

50 / HOW MUCH?

Whether carrying professional, college or high school football, radio stations—faced with skyrocketing rights fees and sluggish market growth—are asking themselves: "What price football?"

58 / NEW REVENUE FOR CABLE

The cable industry is looking at various new services as a way to be competitive when DBS and other technologies appear on the horizon. The list includes local programing, including news and sports, interactivity and point-to-point business communications.

60 / INTERACTIVE SERVICE

Montreal cable operator Videotron is experimenting with an interactive technology that allows subscribers more choice on how they view television.

62 / FOX'S NEW CABLE PROGRAMING DIVISION

Fox executives met with syndicators, proposing that they contribute programing to be packaged with Fox network shows to be fed to cable systems in so-called "white areas" not reached by Fox affiliates. Both syndicators and Fox affiliates have reservations about the plan. Fox also announced the creation of a new cable programing unit, headed by Robert Kreek, former head of the Fox Station Group and, before that, former senior vice president at HBO.

63 / FROM HERE TO INFINITY

Funds managed by Lehman Brothers—through a proposed purchase of stock and warrants—will make up the largest share of ownership in one of the largest radio group owners, Infinity Broadcasting.

66 / PARTLY SUNNY, PARTLY CLOUDY

The Television Bureau of Advertising has revised its 1990 advertising projections: Television's share of total advertising remains at 22.1%. However, the amount spent on TV advertising has decreased from about $131.4 billion to $130.5 billion. Projections for local TV revenue have been lowered from a 6%-8% increase to a 3%-5% increase. National spot has been upgraded from a 5%-7% gain to a 6%-8% gain. Syndication, with the benefit of Fox, will also be higher than anticipated.

69 / TOO LATE

The FCC has thrown out Anchor Media's petition asking the agency to reconsider the group broadcaster's bid to buy one TV station and operate it as a satellite of another, on the ground that Anchor's petition was three minutes late.

Interactive television lets the viewer become a TV actor (page 60)

70 / SPECTRUM FEE FOES

Representatives Norman Lent and Matthew Rinaldo urge the Bush administration to "refrain from including radio spectrum fees as part of any negotiated FY 1991 budget package." Among the congressmen's arguments: An arbitrarily calculated fee could harm radio and television broadcasters' ability to provide local news and information to their communities.

96 / ACT III PLUS SELTEL

In the largest station rep switch of the year, group owner Act III Broadcasting has chosen Seltel to represent its eight TV stations. Seltel currently reps Act III stations in Charleston, W.Va., and Charleston, S.C. The other Act III stations are in Rochester and Buffalo, both New York; Nashville; Richmond, Va.; Dayton, Ohio, and Winston-Salem, N.C.

ABC's Ted Koppel in Cairo to cover Middle East crisis (page 31)

INDEX

Advertisers Index	94
Business	63
Cable	58
Cablecastings	61
Changing Hands	64
Classified Advertising	80
Closed Circuit	6
Datebook	10
Editorials	98
Fates & Fortunes	91
Fifth Estater	95
For the Record	73
In Brief	96
Masthead	22
Monday Memo	24
Open Mike	22
Programing	45
Radio	50
Ratings Roundup	49
Riding Gain	56
Special Report	34
Stock Index	67
Syndication Marketplace	48
Technology	72
Top of the Week	27
Washington	69

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. Broadcasting/Cable introduced in 1989. ®Reg U.S. Patent Office.

Copyright 1990 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
TELEVISION.
Broadcasting
Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $350 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* $115; *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

TV NETWORKS' REVENUE UP ONLY 3% IN 2ND QUARTER

Ratings problems in the television networks' first quarter carried over into their second-quarter financial results. According to data provided to BROADCASTING last week by the Broadcast Cable Financial Management Association (BCFM), the three-network revenue increase of 3%, to $1.9 billion, was down significantly from the 8.8% first-quarter rise. Although the reported decline in PUT figures (people using television) occurred mostly in the first quarter (BROADCASTING, Aug. 6), the networks were still providing makegoods in the second quarter which deprived them of inventory that otherwise might have boosted revenue.

The BCFM data is based on unaudited network submissions to Ernst & Young.

The makegood problem had the greatest absolute effect in prime time where the second-quarter revenue increase of 1.9%, to $1.03 billion, was compared to a first-quarter increase of 6.4%. Other special factors included the change (since the second quarter of last year) of inventory from prime time to news for *Prime Time Live* on ABC. Conversely, additional hours were returned to news with the cancellation last year of *West 57th*, replaced with fewer hours of *Face to Face with Connie Chung* on CBS.

Some evening inventory that had been in sports last year because of ABC's baseball telecasts was returned to prime time this year. NBC likewise carried more baseball games in the second quarter last year than CBS did in the second quarter of this year. However, the latter had six additional post-season NBA telecasts. Sports revenue, which had increased 22% in the first quarter, was up 3% in the second quarter, to $237.5 million.

Late-night comparisons were off in the second quarter with revenue falling 10.7%, to $91.7 million, largely due to the absence of the now-canceled *Pat Sajak Show* on CBS, but also reflecting some ratings slippage elsewhere. Early morning revenue increases continued strong, while daytime revenue improvement grew slightly to 5.6%. News revenue was up 9.3%, to $200 million, over the same period last year and children's revenue was up 11%, to $34.4 million.

For the first half of 1990, three-network net revenue is up 5.8% to $3.8 billion. The fastest percentage growth is taking place in the early morning children's and sports dayparts. □

2nd quarter TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Second quarter '89	$5,832	$0	$0	$0	$0	$9,235	$0	$15,067
Second quarter '90	9,499	0	0	475	182	1,645	0	11,808
% change	62.88	NA	NA	NA	NA	-82.19	NA	-21.68
All other gross revenue from time sales								
Second quarter '89	1,180,182	120,757	66,384	299,047	36,438	261,305	215,269	2,139,382*
Second quarter '90	1,199,496	107,849	74,219	272,985	40,300	277,506	235,233	2,207,588*
% change	1.64	-10.69	11.80	5.38	10.60	6.20	9.27	3.19
Total gross revenue from time sales								
Second quarter '89	1,186,014	120,757	66,384	259,047	36,438	270,540	215,269	2,154,449
Second quarter '90	1,208,995	107,849	74,219	273,460	40,481	279,151	235,233	2,219,388
% change	1.94	-10.69	11.80	5.56	11.10	3.18	9.27	3.01
Less advertising agency commissions								
Second quarter '89	177,902	18,113	9,958	38,857	5,466	40,092	32,291	322,679
Second quarter '90	181,345	16,178	11,134	40,948	6,073	41,686	35,284	332,648
% change	1.94	-10.68	11.81	5.38	11.11	3.98	9.27	3.09
Total net revenue from time sales								
Second quarter '89	1,008,112	102,644	56,426	220,190	30,972	230,448	182,978	1,831,770
Second quarter '90	1,027,650	91,671	63,085	232,512	34,408	237,465	199,949	1,886,740**
% change	1.94	-10.69	11.80	5.60	11.09	3.04	9.27	3.00

Year to date TV network revenue: '90 vs. '89

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Second quarter '89	$15,265	$0	$0	$500	$0	$12,887	$0	$28,652
Second quarter '90	16,201	0	0	475	181	2,263	0	19,120
% change	6.13	NA	NA	-5.00	NA	-82.44	NA	-33.27
All other gross revenue from time sales								
Second quarter '89	2,280,545	214,064	120,433	496,722	60,099	617,557	400,988	4,190,408*
Second quarter '90	2,373,080	196,541	135,714	520,111	68,274	716,157	436,693	4,446,570*
% change	4.06	-8.19	12.69	4.71	13.60	15.97	8.90	6.11
Total gross revenue from time sales								
Second quarter '89	2,295,810	214,064	120,433	497,222	60,099	630,444	400,988	4,219,060
Second quarter '90	2,389,281	196,541	135,714	520,586	68,455	718,420	436,693	4,466,690
% change	4.07	-8.19	12.69	4.70	13.90	13.95	8.90	5.85
Less advertising agency commissions								
Second quarter '89	344,371	32,109	18,065	74,519	9,015	93,744	60,150	631,973
Second quarter '90	358,388	29,482	20,358	78,017	10,269	107,497	65,504	669,515
% change	4.07	-8.18	12.69	4.69	13.91	14.67	8.90	5.94
Total net revenue from time sales								
Second quarter '89	1,951,439	181,955	102,368	422,703	51,084	536,700	340,838	3,587,087
Second quarter '90	2,030,893	167,059	115,356	442,569	58,186	610,923	371,189	3,796,175**
% change	4.07	-8.19	12.69	4.70	13.90	13.83	8.90	5.83

*Does not include color insertion revenue. **Includes no political parties/candidates revenue for 1990.

SPECIAL REPORT

FOOTBALL '90: MORE PLAYERS CARRY $1 BILLION BALL

As TNT joins $900 million NFL team, and regional cable channels multiply, world league and conference flux promise to create more football product.

Television's investment in football shows no signs of leveling off in the 1990's. In fact, that investment is already certain to increase this year: 65% to 75% rights fee increases in agreements reached last March will make professional football on TV more than a $900 million business this year. Already drawing perhaps $100 million in TV revenue, college conferences in every region are examining expansion and/or mergers, looking to create larger TV audiences and additional events. And a new, international spring football league will debut next March.

Since the beginning of the year, the price tags on the top two national football packages—the National Football League and College Football Association (CFA)—have increased by more than $400 million per season. Beginning next fall, ABC, CBS, NBC, ESPN and TNT are together expected to invest more than $910 million each season in the NFL through 1993-94—1.73 times the per-season fee under multi-year contracts ending last season, which averaged $510 million a year. One network described the NFL ad sales market as "difficult," while others declined comment.

On the college side, for rights to the CFA, 1991-95, ABC and ESPN agreed to pay $67 million per season—1.49 times the $45 million CBS and ESPN will pay this season.

But perhaps most indicative of the game's increasing television value was NBC's surprise 1991-95 agreement to pay $6 million a year for rights to the home games of only one school, Notre Dame University—an annual fee on par with current rights to whole conference schedules. Although that deal was valued at $30 million over five years, the CFA was forced to reduce rights to its ABC-ESPN deals by $50 million after Notre Dame's defection.

And a new professional league promises to take football beyond the fourth quarter and beyond U.S. borders. Agreements reached last winter and spring with ABC and USA Network will bring the World League of American Football approximately $10 million in annual rights beginning next March. **-PDL**

NFL: MORE GAMES, CABLE, REVENUE

Expanded regular and post seasons, addition of TNT equal 60% rights increase and spot surplus

Beginning this season, total national television rights to the NFL will rise from an average $531 million per season in the last set of ABC, CBS, NBC and ESPN contracts, to nearly $910 million per season under the 1990-91 through 1993-94 agreements reached last March between the NFL and ABC, CBS, NBC, ESPN and Turner Broadcasting System. Although the addition of Turner's TNT accounts for more than $100 million of the $388 million increase in the annual average, each of the returning rights holders will pay at least 60% more per season than it did before for parts of a slightly expanded league schedule.

In an environment of increased pressure to make those rights fees back, ABC deferred to network policy, declining comment, even in the most general terms, on how well its NFL ad sales were proceeding. Although CBS described the ad sales market as "strong," it also declined to quantify that claim.

But Kenneth Schanzer, executive vice president for NBC Sports, conceded, "It's a difficult marketplace. The NFL now costs so much that one has to look at it in a critical way," he said, attributing the current uphill preselling battle to expansion in advertising inventory due to the addition of the TNT schedule, as well as of additional regular season and playoff games. "The question before us," he said, "is whether demand will catch up with supply." Although he did not say NBC—with the lowest per-game rights costs among the networks—will lose money this season, Schanzer said of the network, "We would hope that during the term of the agreement, we would catch up with rights fees."

Networks: Slight gains at high cost

Together, the three broadcast networks will pay $2.737 billion to the NFL over the next four seasons, or an average $664 million per season, to air preseason, regular season and playoff games, as well as three Super Bowls.

To retain rights to the National Football Conference of the NFL, CBS agreed to pay $1.06 billion over the four years, or about $265 million per season, a 77% increase over the $150 million it paid

Pat Summerall and John Madden

last season. This year, CBS's regular season Sundays will expand from 16 to 17 and to 18 in 1992-93. In addition to airing Super Bowl XXVI from Minneapolis in 1992, CBS will carry four NFC playoffs following each regular season.

Thanks to the NFC's average season ratings consistency over the past three seasons—13.8 each year, compared with 11.2, 11.0 and 11.6 for the AFC on NBC—sales for the 1990-91 NFC season are "very strong," said CBS spokeswoman Susan Kerr. CBS has scheduled two Saturday, prime time preseason games (Aug. 11 and Sept. 1), and one Sunday 1 p.m. ET game (Aug. 26) before it opens the season with four regional telecasts on Sept. 9. The regular season will include nine doubleheaders. Beginning with a Jan. 6 wild card game, CBS will air four NFC playoff games, including the NFC championship.

This fall, announcers John Madden and Pat Summerall celebrate their 10th year together on CBS. But with the departure of Brent Musburger last spring, the lineup on CBS's *NFL Today* show will sport new faces: anchors Greg Gumbel, Pat O'Brien and Leslie Visser, and analyst Terry Bradshaw.

Signing a 1990-93/94 contract valued at $752 million, NBC retains its Sunday package of AFC games and the 1993 Super Bowl from Phoenix at a cost of about $188 million per season, 1.57 times its 1989-90 fee of $120 million. NBC began its preseason schedule Aug. 5 with the Raiders vs. Saints from Wembley Stadium, London, and Aug. 11 with the Chiefs vs. Rams from Olympic Stadium, Berlin—the first NFL play on German soil, according to NBC spokesman Vince Wladika. NBC will rap up the preseason in prime time Aug. 24 with the Raiders at the Bears.

NBC will present eight doubleheaders in the regular season and four AFC playoffs, including the Jan. 20 AFC Championship. The faces will change this season for NBC's *NFL Live*, with analysts O.J. Simpson and Wil McDonough joining host Bob Costas.

On the strength of 18.6, 19.9 and 18.1 ratings and 29-plus shares the past three seasons, the NFL asked for and received an increase in rights fees for *Monday Night Football* from ABC, which agreed to a $925 million, 1990-93/94 package. At $231 million a year, or 1.58 times its previous annual fee, ABC gets one additional regular season game this season and another in 1992. And, in addition to winning rights to Super Bowl XXV (next January 27 from Tampa), ABC will for the first time also televise playoff games each of the four seasons—two wild card games the NFL will add, beginning next Jan. 5. ABC launched its four-game preseason with coverage of the Aug. 4 Hall of Fame game.

The broadcast team for *Monday Night Football*, which moved up from 16th highest rated prime time series in 1988-89 to 10th highest in 1989-90, will remain unchanged, with Al Michaels, Dan Dierdorf and Frank Gifford in the booth.

So far, rights to the 1994 Super Bowl remain unassigned. **—PDL**

Cable NFL: full season presence

For the first time ever, the cable industry will have NFL football every week of the season, with TNT joining ESPN in landing concurrent four-year packages valued at $445 million each.

TNT will carry three preseason games as well as nine regular season games, the first nine weeks of the season. The regu-

lar season games will be Sunday night, except for a Thursday, Oct. 18, game between New England and Miami. Turner is in the first year of a four-year, 47-game deal.

ESPN will carry three preseason games, and Sunday night games on the last eight weeks of the season, as well as the Pro Bowl, in the first year of a new four-year deal.

Both networks have sought to pass along some of the rights fees to cable operators, which initially caused a certain amount of grumbling. ESPN's is a straight 14 cents per subscriber per month surcharge, while Turner's is included in a new rate for TNT.

ESPN began marketing the NFL soon after it received the package in early March and said it has resigned the 99% of the MSO's that signed up for its first package three years ago, which carried a nine cents per subscriber surcharge.

TNT's new rate begins at 32 cents per subscriber for 1990, reflecting a 12 cent increase for the NFL. To date, TCI, Comcast, Cox and Sammons have renewed contracts with Turner, but all TNT operators will receive the NFL, regardless of the state of contract extension negotiations.

On the advertising front: Locally, cable salespeople appear to be selling ESPN and TNT as one package. Larry Zipin, Warner Cable vice president, ad sales, said "the reaction is very positive." The real question will be how much of the business will be incremental, as opposed to migration from other cable budgets. Zipin said Warner wouldn't know until the latter part of the season how much revenue was actually new business.

Connie Pettit, vice president of Dimension Media Services, the sales arm of Times Mirror, said the NFL is 50% to 60% sold out. She agreed with Zipin that how many new dollars were received won't be known until later in the season. She said many repeat advertisers are back with bigger budgets, with the increased number of games. In larger systems, such as Phoenix, the NFL is sold in a package that also included the Goodwill Games and will include the NBA.

And although the local cable sports advertising market is glutted, it brings an upside, said Pettit. MLB and the Goodwill Games have provided better ratings than previous product and for the many advertisers that want to reach men, she said, sports remains one of the best vehicles. **–MS**

CBS RADIO AND MUTUAL CARRY NFL

CBS keeps exclusive league, post-season schedules; Mutual to offer 17 doubleheaders

Hank Stram

CBS Radio Sports will kick off the first year of a five-year exclusive NFL contract Sept. 10, with play-by-play coverage of the San Francisco 49ers-New Orleans Saints game at the Superdome in New Orleans. The Mutual Broadcasting System, armed with rights agreements with individual teams, will air its first of 17 NFL doubleheaders a day earlier, distributing them to markets where no local team games exist.

The new CBS contract includes an expanded broadcast package of 33 regular season games, 10 post-season playoff games, the Super Bowl and the AFC-NFC Pro Bowl game. The regular season schedule offers 16 Monday night games, eight Sunday night games, a Thanksgiving double-header, two Saturday double-headers and one Saturday triple-header.

CBS Radio Networks vice president and general manager, Robert Kipperman, says the value of NFL football is that "it gives us an opportunity to provide exclusive sports programing to our affiliate stations. NFL football complements the other 'Tiffany' sports we carry, including Major League Baseball, the NCAA Final Four, the Masters golf tournament, and U.S. Open tennis. We have positioned ourselves as the sports network, and with NFL football, we are the 'only game in town.' "

Returning this year to provide play-by-play and color commentary are veteran CBS sportcasters Jack Buck and Hank Stram, who will serve as the network's primary announcing team. Additional CBS Radio Sports NFL play-by-play and color announcers include Jim Nantz, Pat Haden, Brad Sham, Howard David, Brad Nessler, Mark Champion, John Dockery and Bill Wilkerson.

Additionally, CBS's football coverage includes *NFL '90*, a 10-part, preseason series hosted by former player-/sportscaster Merlin Olsen, that begins Aug. 27 and concludes Sept. 7; *NFL Preview*, a 15-minute weekly series hosted by CBS sportscaster Greg Gumbel and NFL commentator John Madden, and *The Road to the Super Bowl*, a 20-part series scheduled to air during the January pre-Super Bowl hype period. The anchors for *Road to the Super Bowl* have not yet been announced.

Mutual has scheduled the Los Angeles Rams at Green Bay (1 p.m. ET) and Pittsburgh at Cleveland (4 p.m. ET) for the opening week. Having scheduled the the first seven Sundays in the season, Mutual will select additional games as divisional races start to heat up. "We try to get the best games possible each week, while fitting in as many teams as possible during the season," said Mutual director of sports, Larry Michaels. Stations can pick up one or both of the Sunday games, Michaels said.

For Mutual's two Sunday broadcasts, play-by-play announcers include Tony Roberts, Harry Kalas and Bill Rosinski; color commentary is provided by Jack Ham and Jack Snow.

Michaels said Mutual "would love to have the Super Bowl package" and did bid on the rights, but the NFL was looking for more money than Mutual thought the lineup was worth.

Although Michaels said the doubleheader schedule works well for Mutual's stations and advertisers, he conceded the network does run into logistical challenges when local radio stations carry home team broadcasts. "If a local station broadcasts any NFL football game, whether it's the one we're carrying or not, we're blacked out in that market," Michaels said. **–REB**

LOCAL RADIO NFL COVERAGE

Buffalo Bills
WBEN(AM) Buffalo

Regional network of 16 stations; 4 preseason, 16 regular; station holds rights in first year of five-year contract.

Cincinnati Bengals
WKRC(AM) Cincinnati

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in final year of three-year contract.

Denver Broncos
KOA(AM) Denver

Reg. net. of 55 stations; 5 preseason, 16 regular; station holds rights.

Dallas Cowboys
KRLD(AM) Dallas

Reg. net. of 22, plus 13 Spanish-language stations; 4 preseason, 16 regular; station holds rights in final year of five-year deal.

Chicago Bears
WGN(AM) Chicago

Reg. net. of 62 stations; 5 preseason, 16 regular; station holds rights in third year of three-year pact.

Atlanta Falcons
WSB(AM) Atlanta

Reg. net. of 65 stations; 4 preseason, 16 regular; station holds rights in second year of three-year pact.

Indianapolis Colts
WIBC(AM) Indianapolis

Reg. net. of 26 stations; 4 preseason, 16 regular; station holds rights.

Cleveland Browns
WWWE(AM) Cleveland

Reg. net. of 43 stations; 5 preseason, 16 regular; station holds rights.

Kansas City Chiefs
KCFX(AM) Kansas City

Reg. net. of 53 stations; 4 preseason, 16 regular; station holds rights in first year of two-year pact, option on third year.

New York Giants
WNEW(AM) New York

Reg. net. of 22 stations; 4 preseason, 16 regular; station holds rights in second year of multiyear pact.

Detroit Lions
WWJ(AM) Detroit

Reg. net. of 33 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

Los Angeles Rams
KMPC(AM), KLIT(FM) XPRS(AM)

Reg. net. of 24 stations; XPRS provides Spanish broadcasts; KMPC and XPRS will air 4 pre-season and 16 regular season games; KLIT will air 16 regular season games. KMPC retains rights in first year of five-year contract.

Miami Dolphins
WIOD(AM) Miami
WQBA(AM) Miami

Reg. net of 27 stations; 4 preseason, 16 regular; third year of three-year pact; WQBA has Spanish rights, 4 preseason, 16 regular; second year of three-year pact.

Houston Oilers
KTRH(AM)-KLOL(FM) Houston (co-owned stations)

Reg. net. of 35 stations; 4 preseason, 16 regular; 1st year of 5-year pact; co-owned stations hold rights in contract.

Los Angeles Raiders
KFI(AM) Los Angeles

Reg. net. of 33 stations; 4 preseason, 16 regular; station holds rights in third year of four-year pact. Bob Speck Productions holds rights in third year of four-year pact.

Philadelphia Eagles
WIP(AM) Philadelphia

Reg. net of 30 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

Green Bay Packers
WTMJ(AM) Milwaukee

Reg. net. of 53 stations; 4 preseason, 16 regular; station holds rights.

New Orleans Saints
WWL(AM) New Orleans

Reg. net. of 40 stations; 5 preseason, 16 regular; station holds rights in second year of three-year pact.

New York Jets
WCBS(AM) New York

4 preseason, 16 regular; station holds rights in third year of five-year deal.

Pittsburgh Steelers
WTAE(AM)-WHTX(FM)

Pittsburgh
Reg. net. of 35 stations; 4 preseason, 16 regular; station holds rights in first year of three-year pact.

San Diego Chargers
XETRA(AM) Tijuana

Reg. net. of five stations; 4 preseason, 16 regular; station holds rights in fourth year of five-year contract.

Phoenix Cardinals
KTAR(AM) Phoenix

Reg. net. of 21 stations; 4 preseason, 16 regular; station holds rights in second year of five-year deal.

Minnesota Vikings
WCCO(AM) Minneapolis

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in third year of three-year contract.

San Francisco 49ers
KGO(AM) San Francisco

Reg. net. of 40 stations (25 in Calif.); 4 preseason, 16 regular; station holds rights in first year of three-year pact (agreement in principle as of last week).

New England Patriots
WHDH(AM) Boston

Reg. net. of 50 stations; 4 preseason, 16 regular; station holds rights in final year of four-year contract.

Seattle Seahawks
KIRO(AM) Seattle

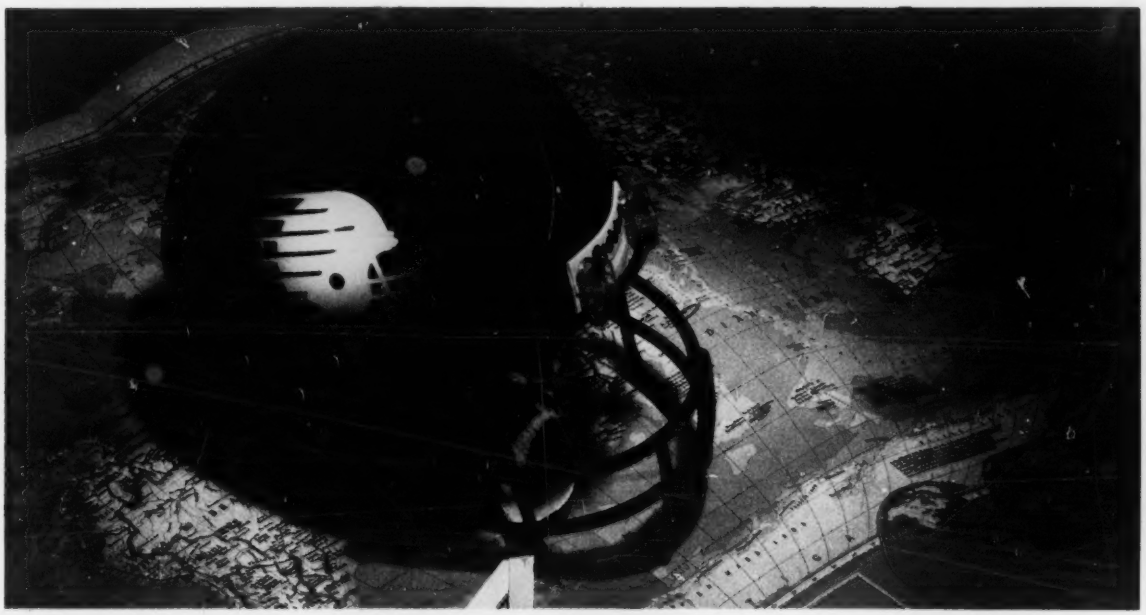
Reg. net. of 55 stations; 4 preseason, 16 regular; station holds rights in second year of five-year contract.

Washington Redskins
WMAL(AM) Washington

Reg. net. of 94 stations; 4 preseason, 16 regular; station holds rights in second year of three-year contract.

Tampa Bay Buccaneers
WRBQ-FM Tampa Bay

Reg. net. of 30 stations; 4 preseason, 16 regular; first year of two-year option, fourth year overall in contract; station holds rights.



WORLD FOOTBALL RACES TOWARD SPRING KICKOFF

On strength of ABC, USA rights, WLAF moves forward

As of last week, the World League of American Football had selected 11 of 12 franchises for its North American and European teams: Orlando, Birmingham, San Antonio, Sacramento, New York, Mexico City, Montreal, Barcelona, Frankfurt, London and Milan. The 12th city, in the U.S., is to be announced. To complete site selection, the league said it must finalize stadium leases and be assured of strong local ownership interest and fan support.

Although the league is backed financially by a group of National Football League owners, revenue arrangements will differ from the NFL, with the league itself taking in all TV and national network radio revenues and corporate sponsorships, while paying players, officials and picking up team travel costs. Team owner income will come from gate receipts, local radio rights, concessions and local sponsorship.

The league has concluded all-important U.S. TV rights in deals completed this past winter and spring with ABC-TV and cable channel USA Network. European TV and radio rights deals are currently under negotiation, led by WLAF's TV consultant Jim Spence, a former senior ABC executive.

ABC's two-year deal, estimated at between $10 million and $12 million per year, calls for airing live Sunday afternoon games and playoffs.

The USA Network, in a deal reportedly valued at $18 million for four years, will telecast games in prime time on Saturday and Monday, plus six European team specials on Saturday afternoons. Some USA Network playoff games will also be shown nationally, along with 14 additional prime time games cablecast regionally.

The WLAF schedule includes 10 regular season games in a three-division round robin, and semi-finals leading up to the league championship next June 9. One intercontinental game is scheduled each week of the season.

Radio coverage of the WLAF is being handled by New York-based Dick Brescia Associates, which is currently developing the World League of American Football Radio Network. Present plans call for a network of six flagship stations, one in each of the six U.S. league markets. Once these flagship stations are determined, Brescia said: "We're going to go out and round up the usual suspects. We'll go to the sports-oriented stations and the stations that will be part of the regional radio networks and build on that."

Brescia, who is a veteran of CBS Radio football coverage, said radio announcers have yet to be determined, but should be in place by early fall. Additionally, several advertisers are looking at preliminary proposals, but games have yet to be actively sold.

International radio rights are being negotiated separately from the U.S. rights, largely because of a lack of understanding of American football. Brescia noted that some European broadcasters are uncomfortable with relinquishing their air to 3-½ hours of American football; at least one even asked if games could be shortened. "We have to educate the fans and the broadcasters in the game of football. It's going to be a whole new ballgame, but we anticipate everything being in place by opening day."

Taking advantage of the league's startup nature, WLAF has also promised to introduce a number of innovations in play, including electronic radios in players' helmets to eliminate team huddles, as well as in-stadium radio broadcasters and a TV instant replay booth.

Run by former Dallas Cowboy manager Tex Schramm, along with a number of former Cowboy and other NFL executives, the league expects to tap players from among NFL free agents and contracted NFL players, as well as Canadian Football League players, former college players and other players from Europe, Canada and Mexico. **–AAG, REB**

COLLEGE FOOTBALL: CHANGES AFOOT ON UNCERTAIN TURF

NBC/Notre Dame deal, cable regionals, conference expansion upend ground rules

The college football rights plot thickens. In 1990, new regional cable channels have created another layer of conference rights across the nation (see chart, below). And as CBS enters the last year of its rights to the College Football Association package, other changes are afoot for 1991 and beyond. ABC will consolidate CFA, Big Ten and Pac-10 rights in 1991. NBC will become the Notre Dame network. And conferences in every region are poised to expand and/or merge, a trend that sources say is motivated primarily by the potential for more TV money and exposure for member schools.

As they have through most of the past decade, ABC, CBS and ESPN will dominate national carriage of the college football regular season in 1990, with the exception of a dozen Southeast Conference games to be carried nationally on superstation WTBS(TV) Atlanta.

In more limited fashion, syndicators, including Jefferson-Pilot Telecommunications (with rights to the Atlantic Coast Conference and a package of independent school games), Raycom Sports and Entertainment (with rights to the Southwest Conference and to two preseason special events) and the Blue and White Sports Network (with rights to Air Force and Brigham Young University) will distribute games to a mix of broadcast stations, regional cable services and cable systems across the nation.

CBS will launch a 17-broadcast 1990 CFA schedule Sept. 15 with Pittsburgh at Oklahoma on Saturday afternoon, fol-

Cable covers college ball, region by region

Cable regional sports networks will provide viewers with hundreds of college football games this fall, with many networks carrying tripleheaders. SportsChannel and Prime Network have secured rights to various conferences for their affiliates. SportsChannel has rights to Notre Dame, Florida, Miami, Syracuse, Big 10 and Big West games. Prime Network has rights to Pac 10, Southwest Conference, Big 8 and Atlantic Coast Conference contests. Most games on regional networks will be on a taped-delayed basis, although many will be live.

Network	*Sub count*	*Games*	*Live*
Prime Ticket	4.1 million	Pac 10 (10), USC (13), UCLA (13) SWC (13), Big 8 (11), ACC (5), Hawaii (8), BYU and Air Force (10), San Diego State (3), Grambling (4), Colorado (1), Great American Independent	33
MSG	4.1 million	Pac 10 (10), SWC (13)	13
Sunshine	2.9 million	Pac (10), ACC (12), Big 8 (11), SWC (12), GAI (11), Florida State (1 live, 4 PPV, plus others on taped delay)	25
HSE	2.3 million	SWC (30), ACC, SWAC, WAC, Big 8, SEC, Pac 10, Southland, Florida St. Pitt.	21
HTS	1.85 million	Syracuse (11), West Virginia (8), Notre Dame (3), Pac 10 (10), WAC (7), ACC, SWC, GAI	24
SportSouth	1.5 million	SEC, Pac 10, WAC, SWAC, ACC, Big 8, GAI	30
SC Chicago	1.7 million	MAC (12), Notre Dame (11), Florida (11), Big West (8), Big 10, Miami (5)	8
KBL	1.4 million	Prime Network games, Indiana U. of Pa.	N/A
SC New York (pay)	1.3 million	Notre Dame (11), Syracuse (11), Metro College (11), Florida (10), Army (3), Rutgers (5), Big West, Hofstra	14
Prime Sports NW	1.2 million	Washington St. (11), Oregon St. (11) Big Sky (12)	0
SC New England	(B)975,000 (P)225,000	Florida (11), Notre Dame (11), MAC (6), Metro College (7), Big West (7), Miami (5), Army (4), Rutgers (3) Holy Cross (3),	10
SC Philadelphia	1.2 million	Notre Dame (11), Florida (11), Miami (7)	3
Pacific Sports Network	1 million	Pac 10, California, Stanford	N/A
SC Florida	975,000	Florida (11), Notre Dame (11) Syracuse (11), MAC (8), Miami (5), West Virginia (4), Rutgers (3)	11
Prime Sports Network	700,000	Big 8 (11), Colorado St. (5), SWC	5
PASS	650,000	Mid-American, Big 8, SWC, Colorado St.	N/A
SC Ohio	600,000	MAC (11), Notre Dame (11), Ohio State (11), Big West (8), West Virginia (8) Wisconsin (7), Miami (5)	13
NESN (pay)	362,000	Pac 10, SWC, Big 8, BYU and Air Force ACC, GAI, Boston College	*20
ASPN	300,000	Pac 10 (10), USC (13), UCLA (13) SWC (13), Big 8 (11), ACC (5), Hawaii (8), BYU and Air Force (10), MAC (10), Syracuse (11), West Virginia,	33
Midwest SportsChannel	200,000	Notre Dame (11), Air Force (6) BYU (5)	14
SC Los Angeles (pay)	150,000	Notre Dame (11), MAC (10), Big West (8), Florida (10), Ohio State (6), Miami (5), Syracuse (5), West Virginia (5)	18
SC Cincinnati	90,000	Notre Dame (11), MAC (11), Big 10 (9) SEC, West Virginia (6), Miami (3)	13

() number of games in package

*Estimate.

SportSouth to launch Aug. 29.

lowed by Michigan at Notre Dame in prime time, the first of four doubleheaders. Other highlights of the schedule, which closes Dec. 8 with Army vs. Navy, include Florida State at Miami Oct. 6, Miami at Notre Dame, Oct. 20, and Nebraska at Oklahoma, Nov. 23.

CBS's post season lineup will include the John Hancock Bowl on Dec. 31 and the Cotton Bowl Jan. 1. All told, CBS has been investing about $16 million per season in college football.

In the third year of concurrent nine-year agreements with the Big Ten and Pacific 10 conferences (running through the 1996-97 season), ABC will air games every Saturday afternoon from Sept. 8-Nov. 24, usually in the 3:30 p.m. ET window, overlapping CBS's usual 2 p.m. to 6 p.m. or 3:30 p.m. to 7 p.m. ET window. Although regionalized feeds of two concurrent games appears to be the norm in the ABC schedule, some national telecasts, such as UCLA (Pac 10) at Michigan (Big Ten) at noon, Sept. 22, followed by Notre Dame at Michigan State at 3:30 p.m. ET also appear. Penn State at USC, Sept. 15, and USC at Ohio State, Sept. 29, were the other Big-Pac-10 matchups scheduled as of last week. Those conferences get about $6.5 million each from ABC each season.

In the post season, ABC will air the Kelly Tire Blue-Gray All-Star Classic and Eagle Aloha Bowl (Dec. 25); the Peach Bowl (Dec. 29), and, on Jan. 1, 1991, the Florida Citrus Bowl, Rose Bowl and USF&G Sugar Bowl.

ESPN will televise at least 48 college games in 1990, with the CFA accounting for 28 matchups at a cost to ESPN of about $17 million. Five Big 10 games and two Pac-10 games are also in the schedule. In the first year of a six-year contract, ESPN and Los Angeles-based regional cable channel Prime Ticket will together pay the Pac 10 between $5 million and $6 million per season for rights to football and other sports, not including basketball. Prime Ticket will carry 10 of the 12 football games.

ESPN will air the Liberty Bowl, All American Bowl and Sea World Holiday Bowl on Dec. 27, 28 and 29, respectively, and the Mazda Gator Bowl Jan. 1. Three all-star games—the Mycal Japan Bowl (Jan. 12); the Senior Bowl (Jan. 19), and the East-West Shrine Game (Jan. 26)—will round out the schedule.

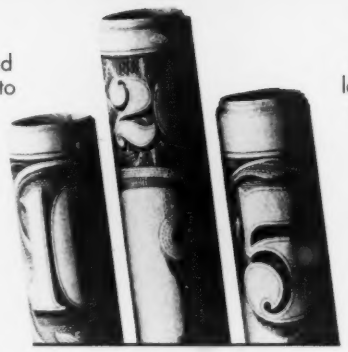
CFA vs. 'Super Conferences'

No one was more surprised than CFA Executive Director Chuck Nienas when Notre Dame announced a $30 million agreement giving NBC rights to Notre Dame home games, 1991-95. Rights to half a dozen Notre Dame games had been essentially promised to ABC when, several weeks earlier, the CFA and ABC reached a 1991-95 deal valued at $210 million. But Notre Dame, one of 64 schools that had entrusted the CFA to negotiate its national TV deals, objected to ABC's plan to break with CBS's tradition of airing 17 games nationally and to instead air only half a dozen games nationally while regionalizing up to five games each Saturday and 55 games per season.

After the Notre Dame announcement, the CFA was forced to renegotiate its agreements with ABC and ESPN, reducing the total value ($350 million) of the deals by $20 million in rights and another $30 million due to the loss of "an obviously attractive member of our

YOUR SUCCESS IS OUR BUSINESS.

Middle market communication companies often find that when it comes to borrowing money for acquisition or recapitalization, financial institutions simply aren't in tune with their special situation. But at Greyhound Financial, you're assured of serious consideration from specialists who know your business and can approve the financing you need to succeed. Backed by the multi-billion dollar resources of The Greyhound Corporation, we offer competitive rates and flexible lending guidelines which allow us to structure loans to accomodate your special situation. If your financial institution says "no" when you need to hear "yes," call



MATT BREYNE
(602) 248-2808
CHRIS WEBSTER
(602)248-6955
or JEFF KILREA
(312)855-1900
Chicago Office.

SOLUTIONS THROUGH SERVICE

GFC

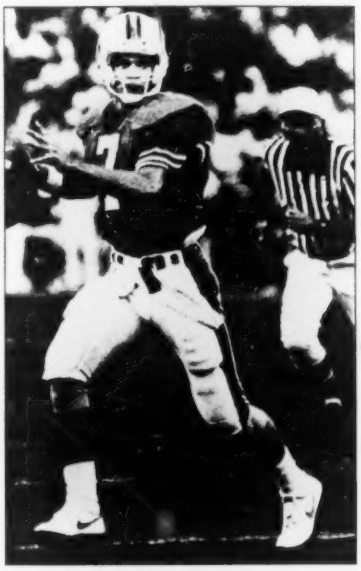
Greyhound Financial Corporation
A Greyhound Company

Greyhound Tower— 1160 Phoenix, Arizona 85077

package," said Nienas. ABC's five-year investment—in large part predicated on winning network exclusivity in college football—dropped from $210 million ($42 million a year) to $180 million ($36 million a year). At the same time, the CFA extended its $116 million, four-year deal with ESPN (which was to average $29 million per year) to five years, through 1994-95, at $180 million ($24 million per year).

The maverick move by Notre Dame apparently portended a trend. In June, Pennsylvania State University traded its independent status for membership in the Big Ten conference, which holds long term rights agreements with ABC and ESPN. And in late July, the University of Arkansas announced it will leave the Southwest Conference—delivered to 26 markets regionally by Raycom—and join the Southeast Conference whose long term deal with Turner Broadcasting System will bring the school exposure regionally via SportSouth and nationally via WTBS(TV) Atlanta.

Other moves are possible. Last week, SWC and Big Eight members discussed merging. The University of Miami, ranked number one in the United States at the end of last season, has answered survey inquiries from the SEC and the Metro Conference. And according to Jimmy Rayburn, executive producer of Jefferson-Pilot Telecommunications, new contracts call for renegotiation options for either party, given expansion.



"The thing people say is driving expansion," said Rayburn, "is television money."

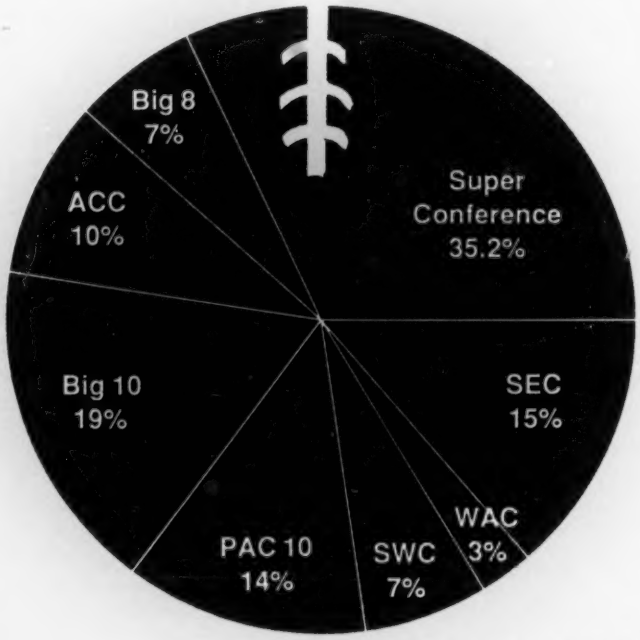
That appears to be a central motivator behind "Developing the Super Conference," a proposal issued in July by Raycom that calls for creation of a 16-team football conference "encompassing over 35% to 43% of the nation's television households...the largest collegiate football conference in America," said Raycom executive vice president, Ken Haines, in the proposal's introduction.

Both the football conference and a 12-team, two-division basketball conference would start with the eight Metro teams (Florida State, South Carolina, Cincinnati, Louisville, Southern Mississippi, Tulane, Virginia Tech and Memphis State), which now command only 9% of TV homes, and add other schools from Boston College to Pittsburgh to Miami. Those and other institutions have agreed to vote on the proposal by mid-October.

The dissolution of Video West Network's Western Athletic Conference package last year may be symptomatic of pressure to go national. The Blue and White Sports Network, based out of KBYU-TV Provo, Utah, took over the package. Concluding that, at least in the Rocky Mountains, "there is not enough audience base to support regional syndication," said Mikel Minor, executive producer, B&W this year will "go for the national appeal" of Brigham Young University and the Air Force Academy and distribute a 10-game schedule to 75% of the nation.

Wider audiences, creation of new events and higher TV revenue appear to be the carrot dangling before colleges and universities. In addition to gaining more television homes, said Haines, the Super Conference would "allow for a lucrative 12th game to determine a conference champion" and "facilitate the movement toward a national football playoff system"; allow member schools to "retain 90% of their major athletic-related income," and afford "the opportunity to negotiate a network television contract should the College Football Association television plan cease to exist" after 1995. Several sources noted widespread concern that the Federal Trade Commission will find that CFA negotiating power violates antitrust law, as the courts found NCAA power in 1984. –PDL

Percent of U.S. Television Households Football



Source: Raycom Inc.

RATINGS ROUNDUP

NBC won the week of July 30-Aug. 5 for the 12th week in a row, while the three-network share dropped to a record low (50) for a non-disrupted week. Two weeks ago, the networks had fallen to a 51 share total, a record until last week. Network coverage of the Democratic and Republican conventions in 1988 contributed the lowest share totals ever, with a 48 share average the week of the Democratic convention, and a 47 the week of the Republican convention.

Week 45 **July 30–Aug. 4**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	14.7/27	N	Cheers
2	▲	13.3/28	C	60 Minutes
3	▲	13.0/24	A	Amer. Funniest Videos
3	▲	13.0/26	N	Empty Nest
3	▲	13.0/22	F	Married...With Children
3	▼	13.0/22	A	Roseanne
3	▲	13.0/26	N	Unsolved Mysteries
8	▲	12.9/22	C	Designing Women
9	▲	12.8/23	F	Simpsons
10	▲	12.7/22	C	Murder Ordained, Pt.2
11	▼	12.6/26	N	Cosby
12	▼	12.5/25	N	A Different World
13	▼	12.2/26	N	Golden Girls
14	▲	11.6/20	A	Movie:Twin Peaks
14	▲	11.6/21	C	Murder, She Wrote
16	▲	11.5/20	C	Murphy Brown
16	▲	11.5/22	C	Top Cops
18	▼	11.4/21	N	Grand
18	▼	11.4/24	A	20/20
20	▲	11.3/19	F	In Living Color
21	▼	11.1/20	A	Wonder Years
22	▼	10.9/19	A	Coach
22	▲	10.9/25	A	Full House
22	▲	10.9/20	C	Rescue: 911
25	▲	10.8/19	A	Tim Conway
26	▼	10.7/20	A	Who's the Boss?
27	▲	10.6/22	N	Hunter
28	▼	10.5/19	N	Night Court
29	▲	10.4/19	N	Matlock
30	▼	10.2/19	C	Face To Face w C. Chung
31	▼	9.9/17	N	Heat of The Night
31	▲	9.9/17	N	Movie:Parker Kane
33		9.8/19	A	Macgyver
34	▼	9.7/21	A	Family Matters
34	▲	9.7/20	C	Major Dad
36	▼	9.6/18	A	Movie:Project Tin Man
36	▲	9.6/19	N	L.A. Law
38	▼	9.5/20	A	Perfect Strangers
39	▼	9.4/17	N	Dear John
39	▲	9.8/14	C	Nothern Exposure
41	▼	9.3/17	A	Doogie Howser, M.D.
41		9.3/17	A	High Life
43	▼	9.2/17	C	Jake and The Fatman
44	▼	9.0/18	N	Quantum Leap
45		8.9/16	N	Sex, Buys & Advertising
46	▼	8.6/15	C	Movie:Leap Of Faith
46	▼	8.6/18	A	Growing Pains
46	▼	8.6/17	A	Head Of The Class
49	▲	8.2/17	A	Father Dowling
50	▲	8.0/15	N	Working Girl
51	▲	7.8/15	F	Amer. Most Wanted
51	▼	7.8/14	N	Movie:Flying Blind
53		7.6/14	A	thirtysomething
54		7.5/17	N	13 East
55	▼	7.4/14	A	Primetime Live
56		7.3/13	A	Young Riders
57	▼	7.0/13	A	Anything But Love
58		6.7/15	C	Candid Camera Spec.
58		6.7/15	C	Primetime Pets
60		6.6/15	N	Amen
60	▲	6.6/13	N	Sister Kate
60	▲	6.6/15	A	Super Jeopardy!
63		6.5/13	N	Bret Maverick Spec.
63	▼	6.5/13	N	Midnight Caller
65	▼	6.4/13	A	Movie:B.L. Stryker
66	▼	6.3/13	F	Cops
67	▼	6.2/12	A	China Beach
67	▲	6.2/11	C	Eddie Capra Mysteries
69	▼	6.1/12	C	48 Hours
70	▼	6.0/11	F	Booker
71		5.7/12	C	Lola
71		5.7/11	C	Shangri-La-Plaza
73	▼	5.6/13	C	Paradise
74	▼	5.4/12	N	Bret Maverick
74	▼	5.4/11	A	Life Goes On
74	▼	5.4/12	A	Monopoly
77		5.1/11	N	Ann Jillian
77	■	5.1/10	C	His & Hers
77	▼	5.1/11	C	Tour Of Duty
80		4.9/10	N	A Family For Joe
80	▼	4.9/10	C	Newhart
82		4.6/8	N	Disney:Brand New Life
83	▼	4.5/9	F	21 Jump Street
84	▼	4.3/9	C	Room For Romance
85		4.2/9	C	Beauty & The Beast
86	▲	3.9/8	F	Outsiders
87		3.7/8	F	Comic Strip Primetime

FREEZE FRAMES: Syndication Scorecard *

Week ended July 30

Rank	Program (Syndicator)	Rtg	Stns	Cov%
1	Wheel of Fortune, syn. (King World)	11.6	233	99
2	Jeopardy! (King World)	10.8	221	99
3	Oprah Winfrey (King World)	8.3	217	99
4	Star Trek: Next Generation (Paramount)	8.2	235	98
5	Current Affair (20th Century Fox TV)	7.6	195	97
6	Cosby Show (Viacom)	7.4	201	97
7	Entertainment Tonight (Paramount)	7.1	181	96
7	Wheel of Fortune, wknd. (King World)	7.1	211	93
9	Donahue (Multimedia)	6.0	230	99
10	Geraldo (Tribur.2)	5.3	190	98
11	People's Court (Warner Bros Domestic TV)	4.7	177	89
12	Chip 'N' Dale (Buena Vista)	4.6	178	96
12	Future Legends-Sports (Berl Rotfeld Prod.)	4.6	138	91
12	Sally Jessy Raphael (Multimedia)	4.6	175	94
15	Star Search (TPE)	4.4	175	97

The following shows were rated, but not ranked

Wrestling Network	6.8	172	94
World Wrestling Federation (WWF)	7.8	251	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WUHQ-TV Battle Creek, Mich. (Kalamazoo-Grand Rapids) □ Sold by Channel 41 Inc. to Northstar Television of Grand Rapids (NTG) for approximately $10 million. Deal is for cash and stock. Station went on air in July 1971. Station will become sateilite of WZZM-TV Grand Rapids. **Seller** is headed by John W. Lawrence and William Lawrence Jr., brothers, who will become stockholders in Northstar. **Buyer** is partnership of Osborn Communications, Desai Capital, Price Communications Corp., and Bankers Trust Co. NTG is headed by Richard F. Appleton, and has interest in WZZM-TV Grand Rapids, WAPT(TV) Jackson, Miss.; WSEE-TV Erie, Pa., and WNAC-TV Providence, R.I. Osborn Communications is headed by Frank D. Osborn and has interest in WJSU-TV Anniston, Ala.; WIOI-FM Brunswick, Ga.; WNDR(AM)-WNTQ(FM) Syracuse, N.Y.; WAZO(FM) Tarboro, N.C.; WAZU(FM) Springfield, Ohio; WTSJ(AM)-WTNV(FM) Jackson, Tenn., and WWVA(AM)-WOVK(FM) Wheeling, W.Va. Desai Capital is shareholder of Price Communications Corp., which is headed by Robert Price and has interest in WPBG(AM)-WIRK-FM West Palm Beach, Fla.; WOWO(AM) Fort Wayne and WOWO-FM Huntington, both Indiana; KSNF(TV) Joplin, Mo.; WWKB(AM) Buffalo and WKSE(FM) Niagara Falls, both New York, and KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas. WUHQ-TV is ABC affiliate on channel 41 with 2,000 kw vis., 200 kw aur., and antenna 1,076 feet above average terrain.

PROPOSED STATION TRADES

Station deals last week: **14**
Dollar value: **$22,087,271**
1990 station deals: **557**
1990 value: **$1,491,510,084**

WTGI(TV) Wilmington, Del. (Philadelphia) □ Sold by Delaware Valley Broadcasters Ltd. to WTGI-TV Inc. for assumption of debts estimated at $3,548,170. Station went on air in June 1987. **Seller** is headed by Daniel G. Slape and Elmer W. Lindale and has no other broadcast interests. **Buyer** is headed by Daniel G. Slape, Roland E. Goode, Thomas H. Maichak, Robert L. Smith, Noel L. Smith and William E. Rollow and has no other broadcast interests. WTGI(TV) is independent on channel 61 with 3,000 kw vis., 300 kw aur., and antenna 957 feet above average terrain.

WWKX(FM) Woonsocket, R.I. □ Sold by Ocean State Broadcasting Ltd. to Ten Mile Communications Inc. for $2.4 million. Total is due in cash at closing. Station was acquired as part of deal that included WWON(AM) in February 1986 for $905,000. **Seller** is headed by Richard C. Barczak, George Y. Wheeler, Bernard Barczak and Greta K. Cerry and recently sold WWON(AM) Woonsocket, R.I. ("Changing Hands," Jan. 1, 1990), for $600,000. Wheeler has interest in LPTV W42AJ Washington. Cerry has interests in WLBK(AM)-WDEK(FM) De Kalb, Ill. **Buyer** is subsidiary of Attleboro Radio Association, and is headed by Eugene Lombardi, Peter H. Ottmar, James H. Ottmar and Barbara A. Botelho, and is licensee of WARA(AM) Attleboro, Mass. Attleboro Radio Association Inc. owns 48% of Inland Bay Cable TV Associates, operator of cable systems at Attleboro and Rehoboth, both Massachusetts. WWKX(FM) has urban contemporary format on 106.3 mhz with 1.5 kw and antenna 518 feef above average terrain.

WPAP-FM Panama City, Fla. □ Sold by Norman S. Drubner to Southern Broadcasting Co. for $1.9 million. Price includes $100,000 deposit and $1.8 million cash at closing. Station was acquired in May 1986. **Seller** has interest in WVGO(FM) Richmond, Va.; WJLQ(AM)-WCOA(FM) Pensacola, Fla.; KXYQ(AM)-KZRC(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for $2 million and KRGE(AM) Weslaco and

Year after year after year -- even in these unusual times ...we perform.

If you're thinking of selling a Radio or TV Station you should turn to the firm with over two decades of experience in media sales and an unblemished record of *"cash at the closing."* There's no sense selling if it isn't going to close. We were there in the unusual times of 1974 and 1982, and we're here to serve you today.

Call Ted or Todd Hepburn for information.

THE TED HEPBURN COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

TVB DOWNSHIFTS AD PROJECTIONS FOR 1990

The Television Bureau of Advertising has knocked almost $200 million off its 1990 projections for local advertising revenue for television stations. The TVB, which announced the revisions last week, also moderated its growth estimates for cable. The overall picture for TV advertising and total advertising is also bleaker than expected. On the plus side, ad revenue from national spot and national syndication (including Fox) is expected to grow at rates higher than expected.

The bureau lowered its original 1990 estimate for local ad revenue from $8,145,000,000 to $7,915,000,000, which is still a 3%-5% gain over 1989. Several group owners, in quarterly reports, said that local revenue growth was generally weak or nonexistent (BROADCASTING, July 30, 1990).

Categories that Joyella said are bringing down local ad revenue include automotive, banks and savings & loans and department stores. Said Joyella: "Those are three major spenders who are not growing as quickly as anticipated and who are suppressing the growth of local in general." Joyella said that he thought declining revenue from those three categories was more representative of the economy in general, not with advertising strength in particular.

According to Arbitron's Broadcast Advertiser Reports (BAR), auto and truck dealers in 1989 spent $321,401,900 on local television while clothing stores spent $143,583,600 and banks and savings and loan associations spent $197,298,900.

Spot advertising revenue, originally forecast at $7,795,000,000, a 5%-7% increase over 1989, has been upgraded to $7,870,000,000, a 6%-8% increase. Ad revenue for national syndication, was originally estimated at $1,495,000,000, a 15%-17% increase over 1989, has now been upgraded to $1,560,000,000, which is a 20%-22% increase.

The spot growth, Joyella said, is broad based, with sizable increases in spending coming from the food and food products sector, consumer services, travel and resort advertisers and over-the-counter drugs. Oil and gas spending was also up, but recent events in the Middle East may change that. Last year, according to BAR, food and food product advertisers spent $958,455,800 on national and regional spot; consumer services spent $380,267,800 and gas and oil spent $163,955,500.

Total television advertising, according to TVB's forecast, will be at $28,850,000,000, a 6%-8% increase over last year. The estimate, however, is lower than TVB's earlier projection of $29,030,000,000 for total TV revenue, a 7%-9% increase from the previous year. For total advertising including TV, radio, newspapers, magazines, direct mail and billboards, the TVB dropped its original estimate of $131,370,000,000 to $130,500,000,000, a 5.3% increase over total advertising for 1989. "Despite some sobering numbers coming out of competitive media," Joyella said, "television is very solid." -JF

Tracking 1990 TV Investments

	Original Estimate % change over 1989 (000,000)	*Revised Estimate % change over 1989 (000,000)*
Local	$8,145 +6% - 8%	$7,195 +3% - 5%
Spot	$7,795 +5% - 7%	$7,870 +6% - 8%
Network	$9,750 +6% - 8%	$9,750 +6% - 8%
*Nat'l Synd.	$1,495 +15% - 17%	$1,560 +20% - 22%
Cable	$1,845 +20% - 22%	$1,755 +14% - 16%
Total TV	$29,030 +7% - 9%	$28,850? +6% - 8%
Total Adv.	$131,370 +6%	$130,500 +5.3%
TV's share	22.1%	22.1%

*Includes Fox
Source: Television Bureau of Advertising

TCI SPELLS OUT LIBERTY SPIN-OFFS

Tele-Communications Inc. (TCI) identified for the first time last week which of its affiliated entities would be transferred to Liberty Media Corp., the proposed new company that will hold most of TCI's cable and programming investments. TCI President John Malone, addressing shareholders in an August 7 meeting in Denver, said that filings with the Securities and Exchange Commission regarding Liberty Media would be made shortly. The TCI president also voiced his displeasure with the current reregulation bills in both the house and the senate.

TCI investments that will be transferred to Liberty Media are, on the cable side, Lenfest Communications, TKR Cable Co., Intermedia Partners and Kansas City Cable Partners. TCI program investments to be transferred are The Discovery Channel, American Movie Classics, QVC and The Family Channel, but do not include TCI's interest in Turner Broadcasting System. There may be additional investments transferred to Liberty—Malone said that interest in 12 programing services and 18 cable services would be transferred. Other programing companies in which TCI has interest include QVC Network, Black Entertainment Television, Prime Time Tonight and Think Entertainment. TCI spokesman Bob Thomson would only say that the companies named by Malone may be a "complete list."

The 18 TCI-affiliated cable entities that will eventually be transferred serve about two million subscribers in 28 states under 1,130 franchises. TCI, Malone said, generally has a 50% or less investment interest in the cable and programing services spun off to Liberty Media. Some TCI stock will also be transferred to Liberty Media.

The TCI president said that the board of directors had not yet determined "the definitive structure of Liberty because there remain some few tax and valuation issues to be resolved, as well as third-party and regulatory consents." Malone said that most third-party consents have been obtained. Thomson would not say whose consent had not been obtained. Some of the transfer of interests will also require approval from lenders. Also, federal, state and local regulatory approval will be necessary for several of the investments. TCI said the transfer could take several months. Malone said he hoped for completion of the rights distribution by the end of the year, "but in any event by first quarter 1991."

■ **WOKX(AM) High Point, NC** (BAL900608EA; 1590 khz; 1 kw-D, 26 w-N)—Granted app. of assignment of license from Club Towers Broadcasting Inc. to Key Broadcasting Inc. for $135,000. Seller is headed by David J. Roddick, Barry McGee, David Miller, Thomas D. Simpson and Goy Green, and has no other broadcast interests. Buyer is headed by Joel T. Key, Emeruwa Rose and Faith O. Key, and has no other broadcast interests. Action July 25.

■ **KCRF-FM Lincoln City, OR** (BALH900606GX; 96.7 mhz; 610 w; ant. 670 ft.)—Granted app. of assignment of license from Thomas A. Huntsberger, trustee, to Oceanlake Broadcasting Co. for $305,000. Seller is trustee to bankrupt Matrix Media, which has interest in KBCH(AM) Lincoln City and KCYX(AM) McMinnville, both Oregon. Buyer is headed by Hal D. Fowler and Barbara M. Fowler, and has no other broadcast interests. Action July 25.

■ **KSOO(AM)-KPAT(FM) Sioux Falls, SD** (AM: BAL900612EA; 1140 khz; 10 kw-D, 5 kw-N; FM: BALH900612EB; 97.3 mhz; 60 kw; ant. 221 ft.)—Granted app. of assignment of license from KSOO Radio Inc. to T&J Broadcasting Inc. for $2.4 million. Seller is headed by Joseph and Sylvia Henkin, and has no other broadcast interests. Buyer is headed by Thomas E. Ingstad and Randy Holland, who have interest in KBMW(AM)-KLTA-FM Brechenridge, MN; KIT(AM)-KATS(FM) Yakima, WA; KXIC(AM)-KKRQ(FM) Iowa City, IA; KIMM(AM) Rapid City, SD; KFKA(AM)-KSQI-FM Greeley, CO, and KPXR-FM Anchorage, AK. Action July 25.

■ **WTWL(FM) McKinnon, TN** (BALH900518HL; 101.5 mhz; 790 w; ant. 607 ft.)—Granted app. of assignment of license from David Russell Ross to WJZM Inc. for $150,000. Seller has no other broadcast interests. Buyer is headed by Richard Albright, Dodson Gregory Guinn and Trent C. Knott, who also own WJZM(AM) Clarksville, TN. Action July 20.

■ **WSMT-AM-FM Sparta, TN** (AM: BAL900531GF; 1050 khz; 1 kw-D; FM: BALH900531GG; 105.5 mhz; 3 kw; ant. 35 ft.)—Granted app. of assignment of license from Austin-Thompson Broadcasting System Inc. to Heartland Broadcasting Inc. for $851,571. Seller is wholly owned subsidiary of and is headed by Billy L. Austin, Charles J. Thompson and W.G. Austin and has no other broadcast interests. Buyer is headed by Ralph D. Farley, M. Kyle Rice, Charles W. Davidson, Charles W. Davidson III and R. Dewitt Shelton, and has no other broadcast interests. Action July 23.

■ **KHFI(FM) Austin, TX** (BAPLH900501GP; 98.3 mhz; 1.3 kw; ant. 420 ft.)—Granted app. of assignment of license from Encore Communications Association Ltd. to Spur Austin Ltd. for $4,646,800 ("Changing Hands," May 7). Earlier sale of station to Westwood One for $19 million fell through. Seller is headed by Carl C. Brazell Jr. and wholly owns Metropolitan Broadcasting Corp. of Dallas, licensee of KRLD(AM) Dallas, KHOW(AM) Denver, KPKE Aquisition Corp., licensee of KSYY(FM) Denver, and Regency Broadcasting Co., licensee of KJOI(FM) Los Angeles. Command also wholly owns Metropolitan Broadcasting Corp. of Texas, licensee of Earth Station E7900 and holder of permit to deliver programs to foreign broadcast stations. Buyer is headed by Carl Hirsch and Robert F.X. Sillerman and recently purchased WMJI(FM) Cleveland and WYHY(FM) from Jacor Communications for $32 million ("Changing Hands," April 16). Action June 24.

■ **KXYL(AM)-KISJ(FM) Brownwood, TX** (AM: BAL900216EI; 1240 khz; 1 kw; FM: BALH900216EJ; 104.1 mhz; 74 kw; ant. 400 ft.)—Granted app. of assignment of license from Lewellyn Communications to Central Texas Communications Inc. for $17,000. Seller is headed by Charles Dick Harris, trustee, and has no other broadcast interests. Buyer is headed by Lynn Nabers, Mary Nabers, O.C. Jarvis and Marion Baugh, and has no other broadcast interests. Action July 23.

■ **KLEV(AM) Cleveland , TX** (BAL900611EA; 1410 khz; 1 kw-U)—Granted app. of assignment of license from Cleveland Broadcasting Co. to Carranza Broadcasting Co. for $355,000. Seller is headed by L. Giles Rusk and has no other broadcast interests. Buyer is headed by Joseph Carranza and has no other broadcast interests. Action July 31.

■ **KRAN(AM) Morton, TX** (BAL900201EA; 1280 khz; 500 w-D)—Granted app. of assignment of license from West Texas Broadcasting Inc. to David and Sherry Pike for $50,000. Seller is headed by Edward J. and Anne Couzens Jr. and has no other broadcast interests. Buyer has no other broadcast interests. Action July 31.

■ **KLVL(AM) Pasadena, TX** (BAL900511EC; 1480 khz; 1 kw-D, 500 w-N)—Granted app. of assignment of license from Angelena Vera Morales, executrix, to Angelena Vera Morales for no financial considerations. Seller is court appointed executrix of last will and testament of Felix H. Morales, her husband. Buyer is sole heir to licenses of KLVL(AM) Houston and KHFM(AM) San Antonio, both Texas. Action July 23.

■ **KFHM(AM) San Antonio, TX** (BAL900601EA; 1160 khz; 10 kw-D, 1 kw-N)—Granted app. of assignment of license from Angelina Vera Morales, executrix, to Hispanic Radio Broadcasters for $650,000 ("Changing Hands," June 11). Seller has interest in KLVL(AM) Pasadena, TX. Buyer is headed by Lincoln and Sylvia Dellar, husband and wife, and Gilberto Esquivel, and is licensee of KDIF(AM) Riverside, CA. Lincoln Dellar owns 100% of KPRL(AM)-KDDB-FM Paso Robles, CA. Action July 23.

■ **WKRE(FM) Exmore, VA** (BALH900517HT; 107.5 mhz; 50 kw; ant. 300 ft.)—Granted app. of assignment of license from Bay Star Communications Inc. to Gillen Broadcasting Inc. for $550,000. Seller is headed by Klein Leister, William E. Esham Sr., James D. Layton and Wayne Powell. Layton is general manager and Powell is operations manager of WKHI(FM) Ocean City. Buyer is headed by John P. Gillen, who is account executive at WKHI(FM) Ocean City, MD. Action July 20.

■ **WOAY(TV) Oak Hill-Beckley, WV** (BTCCT900209KF; ch. 4; 100 kw-V; 20 kw-A; ant. 740 ft.)—Dismissed app. of assignment of license from Helen G. Thomas to W. Russell Withers Jr. for $9 million. Seller has no other broadcast interests. Buyer is licensee of WMIX-AM-FM Mt. Vernon, IL; KAPE(AM)-KGMO(FM) Cape Girardeau, MO; KOKX-AM-FM Keokuk, IA; KREX-TV Grand Junction, KREY-TV Montrose, KREZ-TV Durango, and KREG-TV Glenwood Springs, all Colorado; and WDTV(TV) Weston, WV. Action July 31.

■ **KCSP-FM Casper, WY** (BALH900531HB; 106.9 mhz; 100 kw; ant. 1,833 ft.)—Granted app. of assignment of license from WEDR Inc. to Western Inspira-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.